

IN THE CLAIMS:

Please amend claims 1 and 8 as follows:

1. (Currently Amended) A liquid crystal display device comprising:
a liquid crystal panel;
a light source for emitting light to be incident on said liquid crystal panel;
a synchronizing unit for synchronizing control of turning on said light source with data scanning based on image data to be displayed on said liquid crystal panel in a predetermined period;
a data scanning unit for scanning a plurality of times of similar first-half data scannings, and scanning a plurality of consecutive similar second-half data scannings following said the scanning of the first-half data scannings within the predetermined period;
and
a control unit for turning on said light source after the first-half data scannings begin and turning off said light source before the second-half data scannings end.

2. (Previously Presented) The liquid crystal display device of claim 1, wherein
said light source is turned on at substantially an intermediate time point of a first of said plurality of first-half data scannings and turned off at substantially an intermediate time point of a first of said plurality of second-half data scannings.

3. (Previously Presented) The liquid crystal display device of claim 1,
wherein

a voltage applied to said liquid crystal panel in the first-half data scanings and
a voltage applied to said liquid crystal panel in the second-half data scanings are equal in
magnitude and opposite in polarity.

4. (Previously Presented) The liquid crystal display device of claim 1,
wherein

a darker display is obtained by the second-half data scanings compared to the
first-half data scanings.

5. (Original) The liquid crystal display device of claim 1, wherein
a brightness distribution of said light source is uneven in a data scanning
direction.

6. (Previously Presented) The liquid crystal display device of claim 5,
wherein

the brightness of said light source is lowest in a center in the data scanning
direction and increases from the center toward upstream and downstream sides in the data
scanning direction.

7. (Previously Presented) The liquid crystal display device of claim 5, wherein

the brightness of said light source is lowest in a center in the data scanning direction, increases from the center toward upstream and downstream sides in the data scanning direction, and is higher on the downstream side than on the upstream side.

8. (Currently Amended) A liquid crystal display device comprising:
a liquid crystal panel;
a light source for emitting light to be incident on said liquid crystal panel;
a synchronizing unit for synchronizing control of turning on said light source with data scanning based on image data to be displayed on said liquid crystal panel in a predetermined period;

a data scanning unit for scanning a plurality of ~~times of~~similar first-half data scannings, and scanning a plurality of consecutive similar second-half data scannings following the scanning of said first-half data scannings within the predetermined period; and

a switching unit for switching between a first method in which said light source is turned on during the plurality of first-half data scannings and is turned off during the plurality of second-half data scannings, and a second method in which said light source is turned on when the plurality of first-half data scannings begin and is turned off when the plurality of second-half data scannings end.

9. (Original) The liquid crystal display device of claim 1, wherein a liquid crystal material for use in said liquid crystal panel has spontaneous polarization.

10. (Original) The liquid crystal display device of claim 8, wherein a liquid crystal material for use in said liquid crystal panel has spontaneous polarization.

11. (Original) The liquid crystal display device of claim 1, wherein said light source emits light of at least three primary colors, and a color display is performed by switching the color of light emitted by said light source in a time-divided manner in synchronism with ON/OFF driving of switching elements.

12. (Original) The liquid crystal display device of claim 8, wherein said light source emits light of at least three primary colors, and a color display is performed by switching the color of light emitted by said light source in a time-divided manner in synchronism with ON/OFF driving of switching elements.

13. (Original) The liquid crystal display device of claim 1, wherein said light source emits light of white color, and a color display is performed by selectively transmitting the light emitted from said light source through color filters of a plurality of colors.

14. (Original) The liquid crystal display device of claim 8, wherein said light source emits light of white color, and a color display is performed by selectively transmitting the light emitted from said light source through color filters of a plurality of colors.